



WXYZ

# ORDER

Print Date 11/12/12 Page 1 of 4

Flight Dates **09/25/12-10/01/12**

Contract / Revision      **310115 /**

Original Date / Revision  
09/05/12    09/24/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product  
**CARE for MI - Q3/4 Issue**

Agency Com    15%  
Billing Contact   **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00

Estimate #      **1083**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 26%    Market Value 436538

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	109134
WDWB	%	0
WJBK	40%	174615
WKBD	3%	13096
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	6%	26192

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	51	\$84,830.00	\$99,800.00	0.00	08/27/12	09/30/12	51	\$84,830.00	\$99,800.00
October 2012	9	\$11,645.00	\$13,700.00	0.00	10/01/12	10/01/12	9	\$11,645.00	\$13,700.00
<b>Totals</b>	<b>60</b>	<b>\$96,475.00</b>	<b>\$113,500.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/25/12	09/28/12	6am News M-F Action News 6am	CM	6-7am M-F	- T- T- - -	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- T- T- - -			2		\$1,500.00		0.00			
N 2	WXYZ	10/01/12	10/01/12	6am News M-F Action News 6am	CM	6-7am M-F	M- - - - -	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M- - - - -			1		\$1,500.00		0.00			
N 3	WXYZ	09/25/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF- -	:30	8	\$1,600.00	FX	0.00 NM	8	\$12,800.00



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Contract / Revision **310115** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/24/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q3/4 Issue**

Estimate # **1083**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	09/25/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:30	8	\$1,600.00	FX	0.00 NM	8	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					8	\$1,600.00		0.00		
N 4	WXYZ	10/01/12	10/01/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M- - - - -	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					2	\$1,600.00		0.00		
N 5	WXYZ	09/29/12	09/29/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	- - - - - S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$500.00		0.00		
N 6	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$900.00		0.00		
N 7	WXYZ	09/29/12	09/29/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	- - - - - S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S-					1	\$900.00		0.00		
N 8	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					1	\$900.00		0.00		
N 9	WXYZ	09/30/12	09/30/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - - S					1	\$900.00		0.00		
N 10	WXYZ	09/25/12	09/27/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- TWT - - -	:30	3	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWT - - -					3	\$800.00		0.00		
N 11	WXYZ	09/26/12	09/28/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	- - W- F - -	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - W- F - -					2	\$1,000.00		0.00		
N 12	WXYZ	09/25/12	09/28/12	12p Noon News 12-1230p News	CM	12-1230p	- TWTF - -	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					4	\$1,000.00		0.00		
N 13	WXYZ	10/01/12	10/01/12	12p Noon News 12-1230p News	CM	12-1230p	M- - - - -	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	M- - - - -					1	\$1,000.00		0.00		
N 14	WXYZ	09/25/12	09/27/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- TWT - - -	:30	3	\$1,200.00	P-2	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWT - - -					3	\$1,200.00		0.00		
N 15	WXYZ	10/01/12	10/01/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M- - - - -	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **310115** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/24/12

Order Sep 00:20:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q3/4 Issue**

Estimate # **1083**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	10/01/12	10/01/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,200.00		0.00			
N16	WXYZ	09/25/12	09/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	-TWTF--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00			
N17	WXYZ	10/01/12	10/01/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
N18	WXYZ	09/25/12	09/28/12	7p News M-F 7-730p	CM	7-730pm M-F	-TWTF--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00			
N19	WXYZ	10/01/12	10/01/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
N20	WXYZ	09/30/12	09/30/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,400.00		0.00			
N21	WXYZ	09/25/12	09/27/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-TWT---	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWT---					3	\$2,500.00		0.00			
N22	WXYZ	09/27/12	09/27/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$4,000.00		0.00			
N23	WXYZ	09/30/12	09/30/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$4,000.00		0.00			
N24	WXYZ	09/30/12	09/30/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$7,000.00		0.00			
N25	WXYZ	09/25/12	09/30/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-TWTF-S	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF-S					5	\$4,000.00		0.00			
N27	WXYZ	09/25/12	09/28/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	-TWTF--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					4	\$2,000.00		0.00			
N28	WXYZ	10/01/12	10/01/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			



WXYZ

Print Date: 11/12/12

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Contract / Revision     **310115**     Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision   09/05/12/   09/24/12

Order Sep   00:20:00

Advertiser   **CARE for Michigan**

Product **CARE for MI - Q3/4 Issue**

Estimate #   **1083**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	WXYZ	10/01/12	10/01/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	MT-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----			1			\$2,000.00		0.00			
N29	WXYZ	10/01/12	10/01/12	M-F 9a-10a M-F 9a-10a	CM	9-10am	MT-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----			1			\$800.00		0.00			
Totals														60	\$113,500.00